

Partner Proposal

Prospective Partner: Marketing Consultants & Agencies

We give you a flexible, easy to use platform to allow you to build transaction/registration forms, email campaigns and receipts. Our CRM makes it easy for you to group, segment, & target constituents for marketing activities.

About Big River

Product or Service:

Big River provides a cloud-based platform that helps nonprofit organizations increase online donor transactions by providing an easy-to-use tool to create targeted, relevant appeals that connect each donor to the impact of his gift. Flexible, configurable landing pages allow organizations to unify all kinds of donor commerce on a single form - donations, recurring donations, events, membership, gifts/tributes, merchandise and more.

Differentiated from competitors by ease of implementation, ability to integrate with existing donor database, full marketing suite, and extensive reporting.

Target Markets:

Nonprofit organizations of all sizes

Value Proposition to Clients

The Big River platform brings ecommerce best practices to donor commerce and makes it easy for organizations to engage constituents during the transaction process. This is proven to reduce abandonment, increase average donation size, and inspire repeat giving.

Partner Proposition

Tactical Opportunity

Big River forms are designed to encourage organizations to articulate the impact of a gift/membership at the point of transaction. This is in keeping with the message from premier marketing consultants and strategists regarding the need to engage and nurture each constituent in order to garner ongoing support. Big River is not a marketing or design firm, but our forms work best in tandem with great messaging and great branding.

For Marketing Consultants/Strategists – using the Big River platform to create transactional landing pages helps in two primary ways. First, the constituent experience you are creating via email, social media messaging, etc can be carried seamlessly to the transaction page. Second, you easily demonstrate conversion rates for campaigns by driving traffic to unique landing pages.

Statement of Customer Need and Value of Joint Solution

By working together we can provide the best possible constituent experience by carrying message, brand, look & feel from marketing campaigns all the way through to the transaction page, receipt page & tell-a-friend email. Big River can provide a unified view of members, advocates, event attendees in a single database, and easy access to this data can help you create targeted campaigns in the form of newsletters, appeals, event notifications, etc.

For information about partner pricing and licensing, please contact
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